

# EXHIBIT 16

## 8115A Success is Peace of Mind Presentation - Transcript

1 Rick Singer:

2 So this last year we worked with 61,000 families in their homes domestically  
3 and 29,000 families internationally.. So my goal today is to teach you what  
4 goes on behind closed doors. So I read applications at two schools every year.  
5 This last year, I read at the two most prominent universities in America. So  
6 I'm a part of the admissions process. As I had several of the ex-presidents of  
7 the most prominent schools in America tell me: "If you really want to win at  
8 this game, you have to be a part of the game." So we're going to let you read  
9 at our schools, so that you know the process and you know the politics that go  
on.

10 So I'm going to teach you what the game is, I'm going to teach you what the  
11 rules of the game are, and I'm going to teach you how to win the game. Here's  
12 a small liberal arts school, that has 1,000 kids. 7,000 kids applied, 500 to 600  
13 get accepted for 365 spots. And know that of the 365, 51 are already taken in  
14 your kid's grade. Because those 51 are athletes and those 51 spots have already  
15 been taken. So now were down to under 300 spots. Right? It's crazy,  
16 absolutely crazy what's going on.

17 So I'm not here to scare you actually. Okay? So, here's what they didn't teach  
18 you in high school. How to get in, what matters most, and why. And that's  
19 what we're going to discuss today. Okay, I'm going to teach you about the  
20 process, how to ask the right questions, and you need to start being  
21 introspective of what your end goals are. If any of your kids are thinking about  
22 going to grad school, med school, law school, business school, you have to  
23 look at this game differently. You have to look at what does it take to get into  
24 grad school first.

25 Here's what the colleges want. Colleges want academic success from your  
26 kid. So want to make sure that you have the grades, that you can do the work  
27 and the rigor. They want to make sure that you're going to be this social  
28 philanthropist. And you're going to make a big name on the campus and the  
29 community. And they want to know that you're going to write a check  
30 someday. Or your parent's willing to write a check now. That's what the  
31 colleges are looking for.

32 I did 761 side doors into the best schools in America. There's a backdoor, and  
33 there's a side door. And I created a side door. So the front door is you get in  
34 on your own. The backdoor is through institutional advancement, it's all the  
35 people writing major big checks. And the side door is figuring out how I can  
36 do that for one-tenth of the money, to get into the same school that is there.  
37 That's what you're fighting. There's this battle that you have athletes, legacy  
38 giver, others that want to give, and the underserved minorities. So that's the  
39 battle, that's the truth. So you've got to play the game out, that's why we're  
40 applying to 12 to 20 schools. Because nothing is for certain. It's scary out  
41 there. It really is.

42 I've got to give you an example. My best kid of all time, all time. Graduated  
43 from Harvard, Rhodes scholar, number one at his high school in San Francisco.  
44 Phenomenal family, more money than God. But just, the kids so smart. The  
45 kid worked four years in the Stanford cancer research lab, actually did real  
46 work. He applies to college, the college of his choice, I didn't think it was the  
47 right college, but it's his choice. We all thought it was this college, he applied

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1 to that college. He did not get in early. Swam, you know, did all these things.  
2 Not good enough to be there but perfect grades, perfect scores. Did everything  
3 on the planet. And his high school college counselor, used to be a head of  
4 Stanford's admissions. He doesn't like me at all. Because even though he gets  
5 credit for all the kids getting into school from his school, I don't even take any  
6 of the credit, but he doesn't like that people use other people outside, cause it's  
7 supposed to be him. That's okay.

8 So when the kid didn't get in, we called up that school, and that dean of  
9 admissions, I called him and I said, "So how do you not accept this kid? Like,  
10 what's wrong with this kid?" They said: "We think he's going to implode."  
11 He's never had really anything go wrong. I said, excuse my language, I said  
12 that's BS. He wrote his essay about at 16 he learned how to drive and he got  
13 in a car accident the first time he ever drove. Here's a kid who's been perfect  
14 his whole life, driving and he hits another car. And then, in his essay, he talks  
15 about how he told his family that he was bisexual. And he couldn't believe it,  
16 but now it's great because it's all out. And I'm accepted as a regular person.  
17 And this schools telling me he's going to implode when he gets there. I'm  
18 like, where do you get, like who's reading this stuff? Cause we went line by  
19 line through the essay. With his college counselor, me and the dean. And  
20 we're like, at the end of it, like how?

21 So at the end of the phone call they said, well that's what my team said. We  
22 called the next school that's as competitive as that school, they took him on  
23 the spot. Cause he's an amazing kid. But again, if you didn't have an advocate  
24 that may not have happened. Right? And it happens a lot. Like why didn't  
25 you, like really? So, being well rounded. Losing, cause that's the greatest  
26 thing about sports, you've got to get up the next day and play. Your kid's  
27 going to be great. And they're going to be great in the world.